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ABSTRACT

This statistical survey examines the distribution of the student population in public schools of the counties of California and the distribution and utilization of media resources in those counties for the year 1974-75. Consulting services, audiovisual materials, films, catalogs, sources of support, expenditures, contractual arrangements, and other financial data are considered. (DMH)

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ED112937

STATISTICAL DATA
RELATING TO EDUCATIONAL MEDIA SERVICES
PROVIDED BY THE
OFFICES OF THE COUNTY SUPERINTENDENTS OF SCHOOLS
IN CALIFORNIA

1974 - 75

Prepared by
AUDIOVISUAL AND SCHOOL LIBRARY EDUCATION

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CALIFORNIA STATE DEPARTMENT OF EDUCATION
Wilson Riles—Superintendent of Public Instruction
Sacramento, 1975

IR 002 650

PREFACE

The State Department of Education receives a wide range of requests for information concerning educational media services within California. Many of the requests are for selected data relating to trends in the media field, operational practices, sources of financial support, expenditures in the county media programs, as well as contractual rates for public and nonpublic schools.

This compilation provides the State Department of Education staff with a source of reference while working with county media personnel and a source of information from which to extract selected data as requested from the field. In addition, this compilation is invaluable to the county media director as a comparative instrument providing extensive qualitative data.

The data were derived from two sources. Those covering county media center operations in general were compiled from the 1974-75 Form AV-162--"County Superintendent of Schools Instructional Media Services Report." Those relating to sources of support and classes of expenditures were obtained from the 1973-74 data compiled by the Bureau of School Apportionments and Reports.

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COUNTY GROUPS

Counties grouped below maintain instructional media centers. Nine counties including Alpine, Colusa, Del Norte, Lake, Nevada, San Benito, Sierra, Yolo, and Yuba receive a major portion of their media services through contractual arrangements with neighboring counties. For that reason, the names of the nine contracting counties are placed in parentheses after the names of their service counties. (In addition, some counties supplement their services through partial contracts with neighboring counties.)

GROUP I Counties that serve less than 20,000 students	GROUP II Counties that serve 20,000 - 49,999 students	GROUP III Counties that serve 50,000 - 99,999 students	GROUP IV Counties that serve 100,000 or more students
Amador	Butte	Kern	Alameda
Calaveras	Humboldt (Del Norte)	Marin	Contra Costa
El Dorado	Imperial	Monterey (San Benito)	Fresno
Glenn	Merced	Riverside	Los Angeles
Inyo	Napa	San Francisco	Orange
Kings	Placer (Alpine, Nevada, Sierra)	San Joaquin	Sacramento (Yolo)
Lassen	San Luis Obispo	Santa Barbara	San Bernardino
Madera	Santa Cruz	Sonoma	San Diego
Mariposa	Shasta	Stanislaus	San Mateo
Mendocino (Lake)	Solano	Tulare	Santa Clara
Modoc	Sutter (Colusa/Yuba)		Ventura
Mono			
Plumas			
Siskiyou			
Tehama			
Trinity			
Tuolumne			
17	11	10	11

TABLE I

GENERAL INFORMATION - GROUP I - COUNTIES (17) THAT SERVE LESS THAN 20,000 STUDENTS
1974-75

County	Number of:					Types of Materials and Services Offered:								
	Students Served	Distrs. Served	Distrs. not Served	Comm. Colleges Served	Nonpub. Schls. Served	AV Matls. Only	AV and Sch. Libr. Matls.	Del.Serv. to ea.sch. per week	Prof. Libr.	AV Equip. Repair	Photog Service	Gra.Art Service	Audio Tape Dup.	Video Tape Dup.
Amador	3,233	3	0	0	1	yes	-	3	x					
Calaveras	3,187	4	0	0	0	-	yes	1-2	x			x		
El Dorado	14,458	16	0	0	0	-	yes	1-2	x	x		x	x	x
Glenn	4,645	10	0	0	0	-	yes	1	x	x				
Inyo	3,829	7	0	0	0	-	yes	1	x				x	
Kings	17,409	14	0	0	0	-	yes	1	x	x	x		x	x
Lassen	4,044	13	0	0	0	-	yes	1	x	x			x	
Madera	11,503	13	0	0	1	-	yes	5	x					
Mariposa	1,495	1	0	0	0	-	yes	1	x				x	x
Mendocino	19,409	18	0	1	3	-	yes	1	x	x			x	x
Modoc	2,000	3	0	0	0	-	yes	1	x				x	
Mono	1,313	2	0	0	0	-	yes	1	x			x	x	
Plumas	3,200	1	0	1	1	-	yes	1		x				
Siskiyou	8,900	32	0	1	0	yes	-	(mail)						
Tehama	7,559	18	0	0	2	-	yes	1,2,5	x	x			x	
Trinity	2,133	13	0	0	0	-	yes	1	x	x		x	x	
Tuolumne	7,400	13	0	1	0	yes	-	2;5	x	x	x	x	x	
TOTALS	115,717	181	0	4	8	3	14	-	15	9	2	5	11	4

L = limited

TABLE II

GENERAL INFORMATION - GROUP II -- COUNTIES (11) THAT SERVE 20,000 -- 49,999 STUDENTS

1974-75

County	Number of:					Types of Materials and Services Offered:								
	Students Served	Distrs. Served	Distrs. not Served	Comm. Colleges Served	Nonpub. Schls. Served	AV Matls. only	AV and Sch. Libr. Matls.	Delivery Serv. to ea. sch. per week	Prof. Libr.	AV Equip. Repair	Photog. Service	Gra.Art Service	Audio Tape Dup.	Video Tape Dup.
Butte	26,888	16	0	1	0	-	yes	1	x	x			x	
Humboldt	30,048	36	0	1	0	yes	-	2			x		x	
Imperial	25,000	17	0	1	0	yes	-	1	x		x			
Merced	33,978	83	0	1	0	-	yes	1	x		x	x	x	
Napa	20,000	5	0	1	13	-	yes	1	x				x	
Placer	27,707	34	0	0	0	yes	-	1					x	
S.L. Obispo	26,000	15	0	1	8	-	yes	5	x	x	x		x	x
Santa Cruz	38,710	10	0	1	9	yes	-	2		x		x	x	
Shasta	24,000	30	0	1	0	-	yes	2	x				x	x
Solano	45,000	5	1	1	1	yes	-	2	x		x	x	x	x
Sutter	31,127	23	0	1	4	-	yes	5	x	x				
TOTALS	328,458	274	1	10	35	5	6	-	8	4	5	3	9	3

L = Limited

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TABLE III

GENERAL INFORMATION - GROUP III -- COUNTIES (10) THAT SERVE 50,000 -- 99,999 STUDENTS

1974-75

County	Number of:					Types of Materials and Services Offered:								
	Students Served	Distrs. Served	Distrs. not Served	Comm. Colleges Served	Nonpub. Schls. Served	AV Matls. only	AV and Sch. Libr. Matls.	Delivery Serv. to ea. sch. per week	Prof. Libr.	AV Equip. Repair	Photog. Service	Gra. Art Service	Audio Tape Dup.	Video Tape Dup.
Kern	80,000	51	0	2	0	-	yes	1,2,5	x	x	L	L	L	L
Marin	50,138	21	0	2	8	-	yes	1	x			x	x	
Monterey	71,000	37	0	2	13	-	yes	1;5	x	x	x	x	x	x
Riverside	94,280	28	1	4	9	yes	-	1	x				x	
San Francisco	74,000	1	0	1	0	-	yes	2-3	x	x				
San Joaquin	80,000	17	0	1	3	-	yes	1	x				x	x
Santa Barbara	72,112	25	0	6	19	-	yes	1	x		x	x	x	x
Sonoma	60,000	42	0	1	0	-	yes	2	x	x		x	x	
Stanislaus	69,000	41	0	3	4	-	yes	5	x				x	x
Tulare	56,089	50	0	1	4	-	yes	1	x	x			x	x
TOTALS	706,619	313	1	23	60	1	9	-	10	5	3	5	9	6

L = Limited

TABLE IV

GENERAL INFORMATION - GROUP IV -- COUNTIES (11) THAT SERVE 100,000 OR MORE STUDENTS

1974-75

County	Number of:					Types of Materials and Services Offered:								
	Students Served	Distrs. Served	Distrs. not Served	Comm. Colleges Served	Nonpub. Schls. Served	AV Matls. only	AV and Sch. Libr. Matls.	Delivery Serv. to ea. sch. per week	Prof. Libr.	AV Equip. Repair	Photog. Service	Gra. Art Service	Audio Tape Dup.	Video Tape Dup.
Alameda	171,986	17	2	6	18	yes	-	5	x	x	x		x	x
Contra Costa	102,000	17	1	2	0	-	yes	5	x	L	L		x	L
Fresno	110,000	54	0	0	0	-	yes	1;5	x		x			
Los Angeles	1,062,555	84	11	7	4	yes	-	1					x	x
Orange	305,952	23	7	4	0	yes	-	1	x				x	x
Sacramento	100,445	19	4	3	14	-	yes	1	x	x			x	x
San Bernardino	170,794	34	0	4	10	yes	-	1					x	
San Diego**	118,124	45	3	0	0	-	yes	1	x		x	x	x	
San Mateo	130,000	22	0	3	0	yes	-	1	x				x	
Santa Clara	323,352	36	1	5	0	yes	-	5	x					
Ventura	130,000	22	0	3	8	-	yes	1	x		x		x	
TOTALS	2,725,208	373	29	37	54	6	5	-	9	3	5	1	9	5

**Current data not supplied; most recent data available 1968-69.

L = Limited

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TABLE V

SUMMARY -- GENERAL INFORMATION BY COUNTY GROUP

1974-75

COUNTY GROUP	Number of: Students Served	Distrs. Served	Distrs. not Served	Comm. Colleges Served	Nonpub. Schls. Served	Types of Materials and Services Offered: AV Matls. only	AV and Sch. Libr. Matls.	Del. Serv. to ea. sch. per week 1	2	3	4	5	Prof. Libr.	AV Equip. Repair	Photo. Serv.	Gra. Art Serv.	Audio Tape Dup.	Videc Tape Dup.
GROUP I Counties 17	115,717	181	0	4	8	3	14	14*	1	1	0	1	15	9	2	5	11	4
GROUP II Counties 11	328,458	274	1	10	35	5	6	5	4	0	0	2	8	4	5	3	9	3
GROUP III Counties 10	706,619	313	1	23	60	1	9	7	2	0	0	1	10	5	3	5	9	6
GROUP IV Counties 11	2,725,208	373	29	37	54	6	5	8	0	0	0	3	9	3	5	1	9	5
TOTALS	3,876,002	1,141	31	74	157	15	34	34	7	1	0	7	42	21	15	14	38	18
1971-72 Totals	3,568,036	1,088	31	63	N/A	17	33	36	7	1	0	9	N/A	21	20	19	N/A	N/A
Increase/ Decrease	+307,966	+53	0	+11	N/A	-2	+1	-2	0	0	0	-2	N/A	0	-5	-5	N/A	N/A
% of change	+9%	+5%	0	+17%	N/A	-12%	+3%	-6%	0	0	0	-22%	N/A	0%	-25%	-26%	N/A	N/A

*Mail delivery considered to be weekly.

N/A = not available

TABLE VI

MEDIA PERSONNEL AND MEDIA CONSULTANT SERVICES -- GROUP I
COUNTIES (17) THAT SERVE LESS THAN 20,000 STUDENTS

1974-75

Counties	Number of Employees*						Media Consultant Services Offered:			
	Certificated			Classified			Audiovisual	School Library	Instructional TV	Open Display for Evaluation
	AV	LIB	Total	AV	LIB	Total				
Amador	.3	.1	.4	1.6	.2	1.8	yes	yes	yes	-
Calaveras	.6	.4	1	1.3	1.3	2.6	yes	yes	yes	yes
El Dorado	.1	1	1.1	3.1	1	4.1	yes	yes	yes	yes
Glenn	.3	.7	1	2.7	1	3.7	yes	yes	-	yes
Inyo	.3	.7	1	1.8	1	2.8	yes	yes	-	yes
Kings	.7	.3	1	2	.5	2.5	yes	yes	-	yes
Lassen	.5	.4	.9	2	2	4	yes	yes	yes	yes
Madera	.5	.5	1	2.1	1	3.1	yes	yes	yes	yes
Mariposa	.5	.5	1	0	0	0	yes	yes	yes	-
Mendocino	.8	1	1.8	4.5	2.5	7	yes	yes	yes	yes
Modoc	.9	.5	1.4	.2	.5	.7	-	-	-	yes
Mono	.3	.4	.7	1.4	.9	2.3	yes	yes	yes	yes
Plumas	.4	1	1.4	2	0	2	yes	yes	-	-
Siskiyou	.4	1	1.4	1.2	2.3	3.5	yes	-	yes	-
Tehama	.2	.9	1.1	3.6	2	5.6	-	yes	-	yes
Trinity	.5	.5	1	1.5	1.5	3	yes	yes	yes	yes
Tulomune	.9	0	.9	2.9	0	2.9	yes	-	yes	yes
TOTALS	8.2	9.9	18.1	33.9	17.7	51.6	15	14	11	13

*Full-time equivalent

L = Limited

TABLE VII

MEDIA PERSONNEL AND MEDIA CONSULTANT SERVICES -- GROUP II COUNTIES (11)
THAT SERVE 20,000 -- 49,999 STUDENTS
1974-75

Counties	Number of Employees*						Media Consultant Services Offered:			
	Certificated			Classified			Audiovisual	School Library	Instructional TV	Open Display for Evaluation
	AV	LIB	Total	AV	LIB	Total				
Butte	1	1.4	2.4	6.5	5.5	12	yes	yes	yes	yes
Humboldt	1.8	0	1.8	5	0	5	yes	yes	yes	-
Imperial	1	0	1	5	0	5	yes	-	-	L
Merced	1	1	2	6	3.8	9.8	yes	yes	-	-
Napa	.9	.1	1	4	0	4	yes	-	-	yes
Placer	.7	.2	.9	4.6	0	4.6	yes	yes	-	-
S.L. Obispo	.9	.1	1	7.4	.1	7.5	yes	yes	yes	-
Santa Cruz	.6	0	.6	6.2	0	6.2	yes	-		yes
Shasta	.7	1	1.7	4.8	3	7.8	yes	yes	yes	-
Solano	1	0	1	6	0	6	yes	-	-	yes
Sutter	.8	1	1.8	7.3	3	10.3	yes	yes	-	yes
TOTALS	10.4	4.8	15.2	62.8	15.4	78.2	11	7	4	6

*Full-time equivalent

L = Limited

TABLE VIII

MEDIA PERSONNEL AND MEDIA CONSULTANT SERVICES -- GROUP III
COUNTIES (10) THAT SERVE 50,000 - 99,999 STUDENTS

1974-75

Counties	Number of Employees*						Media Consultant Services Offered:			
	Certificated			Classified						
	AV	LIB	Total	AV	LIB	Total	Audiovisual	School Library	Instructional TV	Open Display for Evaluation
Kern	1	.8	1.8	12.4	1.5	13.9	yes	yes	L	yes
Marin	1	0	1	7.5	0	7.5	yes	-	yes	yes
Monterey	.5	.2	.7	15.8	2.5	18.3	yes	yes	yes	yes
Riverside	1	0	1	10	0	10	yes	-	yes	yes
San Francisco	1	2	3	15	5	20	yes	yes	yes	-
San Joaquin	.8	.2	1	8.7	1.4	10.1	yes	yes	yes	yes
Santa Barbara	1	1	2	6.6	8.8	15.4	yes	yes	yes	-
Sonoma	.8	1.2	2	11.3	6.8	18.1	yes	yes	-	L
Stanislaus	1	1	2	9.5	7.5	17	yes	yes	yes	yes
Tulare	1.5	.5	2	10.5	5	15.5	yes	yes	-	-
TOTALS	9.6	6.9	16.5	107.3	38.5	145.8	10	8	8	7

*Full-time equivalent

L = Limited

TABLE IX

MEDIA PERSONNEL AND MEDIA CONSULTANT SERVICES -- GROUP IV
COUNTIES (11) THAT SERVE 100,000 or MORE STUDENTS

1974-75

Counties	Number of Employees*						Media Consultant Services Offered:			
	Certificated			Classified			Audiovisual	School Library	Instructional TV	Open Display for Evaluation
	AV	LIB	Total	AV	LIB	Total				
Alameda	1	1	2	26	3	29	yes	yes	yes	yes
Contra Costa	1	1	2	18	2	20	yes	yes	yes	yes
Fresno	.6	.9	1.5	12.3	9.2	21.5	yes	yes	yes	-
Los Angeles	7	1	8	37	2	39	yes	yes	yes	yes
Orange	1	0	1	22.3	3	25.3	yes	-	yes	-
Sacramento	1.5	1.5	3	5.7	6.5	12.2	yes	yes	yes	yes
San Bernardino	1.5	0	1.5	7.5	0	7.5	yes	-	yes	-
San Diego**	3	N/A	3	23.5	N/A	23.5	yes	yes	yes	N/A
San Mateo	1	0	1	11.5	0	11.5	yes	yes	yes	yes
Santa Clara	1.5	.5	2	29	3	32	yes	-	yes	-
Ventura	1	1	2	15	7	22	yes	yes	yes	yes
TOTALS	20.1	6.9	27	207.8	35.7	243.5	11	8	11	6

*Full-time equivalent

**Current data not supplied; most recent data available - 1968-69.

L = Limited
N/A = not available

TABLE X

SUMMARY -- MEDIA PERSONNEL AND MEDIA CONSULTANT SERVICES BY COUNTY GROUPS

1974-75

County Group	Number of Employees*						Media Consultant Services Offered:			
	Certificated			Classified						
	AV	LIB	Total	AV	LIB	Total	Audiovisual	School Library	Instructional TV	Open Display for Evaluation
GROUP I (17) Counties	8.2	9.9	18.1	33.9	17.7	51.6	15	14	11	13
GROUP II (11) Counties	10.4	4.8	15.2	62.8	15.4	78.2	11	7	4	0
GROUP III (10) Counties	9.6	6.9	16.5	107.3	38.5	145.8	10	8	8	7
GROUP IV (11) Counties	20.1	6.9	27	207.8	35.7	243.5	11	8	11	6
TOTALS	48.3	28.5	76.8	411.8	107.3	519.1	47	37	34	32
1971-72 Totals	46.3	N/A	N/A	388.9	N/A	N/A	50	33	34	N/A
Increase/ Decrease	+2	N/A	N/A	+22.9	N/A	N/A	-3	+4	0	N/A
% change	+4%	N/A	N/A	+6%	N/A	N/A	-6%	+12%	0	N/A

*full-time equivalent

N/A = not available

TABLE XI

AUDIOVISUAL MATERIALS HOLDINGS -- GROUP I COUNTIES (17) THAT SERVE LESS THAN 20,000 STUDENTS

1974-75

County	Number of Items in Inventory													
	16mm Film	8mm (Sound)	8mm (Silent)	F/S (Sound)	F/S (Silent)	Study Prints (Sets)	Transp. (Sets)	Models	Maps Charts Globes	Sound Recordings	Video Tape	Video Cass.	Other	Total Material Holdings
Amador	1,013	0	309	0	0	0	0	10	0	55	0	0	0	1,387
Calaveras	2,016	0	0	810	4,446	619	2	28	402	861	0	0	0	9,184
El Dorado	1,844	0	318	112	268	0	0	51	0	0	0	0	79	2,672
Glenn	1,550	0	18	0	2,447	189	58	11	29	1,019	0	0	241	5,562
Inyo	1,328	23	232	274	2,122	639	61	49	57	1,128	32	0	362	6,307
Kings	2,467	0	0	0	0	0	0	0	0	0	0	131	0	2,598
Lassen	1,320	25	25	390	0	200	0	50	15	143	0	0	0	2,168
Madera	1,806	0	3	2,521	0	1,563	54	257	220	2,186	0	0	967	9,577
Mariposa	182	0	0	52	1,471	23	3	6	48	250	700	0	92	2,827
Mendocino	2,526	0	0	746	1,717	196	26	71	11	135	4	0	25	5,457
Modoc	1,012	0	0	62	2,700	10,320	50	24	15	3,338	0	0	0	17,521
Mono	610	0	53	0	15	35	0	8	59	195	0	0	213	1,188
Plumas	1,742	0	54	851	1,100	260	73	27	25	664	0	0	10	4,806
Siskiyou	2,064	0	0	0	289	56	10	26	3	89	0	4	10	2,551
Tehama	1,354	0	32	58	2,617	245	0	6	10	1,647	0	0	208	6,177
Trinity	1,503	0	122	92	0	143	26	14	4	186	0	0	0	2,090
Tuolumne	895	0	0	210	583	64	0	10	3	600	30	0	2	2,397
TOTALS	25,232	48	1,166	6,178	19,775	14,552	363	648	901	12,496	766	135	2,209	84,469

TABLE XII

AUDIOVISUAL MATERIALS HOLDINGS -- GROUP II COUNTIES (11) THAT SERVE
20,000 - 49,999 STUDENTS

1974-75

County	Number of Items in Inventory													
	16mm Films	8mm (Sound)	8mm (Silent)	F/S (Sound)	F/S (Silent)	Study Prints (Sets)	Transp. (Sets)	Models	Maps Charts Globes	Sound Recordings	Video Tapes	Video Cass.	Other	Total Material Holdings
Butte	3,947	0	10	560	3,100	1,500	40	160	65	2,129	10	0	36	11,557
Humboldt	3,247	0	0	0	0	12	0	4	0	0	0	0	20	3.283
Imperial	3,515	15	80	745	2,173	1,061	506	207	12	2,438	50	0	33	10,835
Merced	3,739	0	0	21	695	290	0	608	0	0	0	0	0	5,353
Napa	2,013	0	0	148	2,036	542	2	30	10	303	0	0	400	5,484
Placer	2,869	0	0	13	0	0	0	31	0	0	0	0	0	2,913
San Luis Obispo	3,467	0	20	420	4,500	0	26	58	0	0	12	0	478	8,981
Santa Cruz	3,243	0	0	579	4,250	470	15	88	0	0	0	0	243	8,888
Shasta	3,000	0	0	1,500	1,000	600	200	50	24	200	50	0	0	6,624
Solano	5,509	5	0	0	1,704	99	165	25	0	285	90	0	46	7,919
Sutter	5,289	125	0	750	2,500	0	0	5	0	0	0	0	0	8,669
TOTALS	39,829	145	110	4,736	21,958	4,574	954	1,266	111	5,355	212	0	1,256	80,506

TABLE XIII

AUDIOVISUAL MATERIALS HOLDINGS -- GROUP III COUNTIES (10) THAT SERVE 50,000 -- 99,999 STUDENTS

1974-75

County	Number of Items in Inventory													
	16mm Film	8mm (Sound)	8mm (Silent)	F/S (Sound)	F/S (Silent)	Study Prints (Sets)	Transp. (Sets)	Models	Maps Charts Globes	Sound Recordings	Video Tape	Video Cass.	Other	Total Material Holdings
Kern	7,021	2	49	329	2,116	375	200	66	29	599	70	24	469	11,349
Marin	6,556	0	22	180	0	20	0	50	63	0	0	0	30	6,921
Monterey	8,500	25	0	500	0	0	200	75	5	50	200	300	500	10,355
Riverside	9,011	0	0	0	0	0	0	0	0	0	0	0	0	9,011
San Francisco	9,642	0	0	59	0	0	0	311	0	0	0	0	0	10,012
San Joaquin	5,400	0	0	0	0	0	0	28	0	0	0	0	185	5,613
Santa Barbara	4,054	0	0	0	0	0	0	100	0	0	0	0	0	4,154
Sonoma	5,600	0	0	3,500	1,000	500	0	20	0	0	0	0	100	10,720
Stanislaus	5,487	0	22	965	3,133	78	81	69	524	0	25	0	0	10,384
Tulare	5,984	0	216	507	5,312	816	0	288	0	621	0	140	0	13,884
TOTALS	67,255	27	309	6,040	11,561	1,789	481	1,007	621	1,270	295	464	1,284	92,403

TABLE XIV

AUDIOVISUAL MATERIALS HOLDINGS -- GROUP IV COUNTIES (11) THAT SERVE 100,000 OR MORE STUDENTS

1974-75

County	Number of Items in Inventory													
	16mm Film	8mm (Sound)	8mm (Silent)	F/S (Sound)	F/S (Silent)	Study Prints (Sets)	Transp. (Sets)	Models	Maps Charts Globes	Sound Recordings	Video Tapes	Video Cass.	Other	Total Material Holdings
Alameda	12,089	0	0	8	2	0	0	0	0	0	1	8	0	12,108
Contra Costa	10,000	0	30	0	0	0	0	0	0	0	0	0	0	10,030
Fresno	10,332	0	0	6,384	1,791	890	424	230	0	1,084	0	0	238	21,373
Los Angeles	37,669	0	0	0	0	0	0	0	0	0	0	0	0	37,669
Orange	15,491	192	2,002	0	0	0	0	0	0	1,064	0	0	0	18,749
Sacramento	9,009	70	2,626	1,018	3,189	1,980	860	32	2	16,272	0	0	530	35,588
San Bernardino	6,568	0	0	0	0	0	0	0	0	0	0	0	0	6,568
San Diego*	16,603	0	0	8,843	17,166	1,752	795	80	0	7,476	200	0	265	53,180
San Mateo	12,935	0	0	0	0	0	0	12	0	12	12	0	0	12,971
Santa Clara	14,533	0	0	0	0	0	0	0	0	0	0	0	0	14,533
Ventura	9,759	0	0	696	112	1,817	21	694	1,064	3,574	20	0	119	17,876
TOTALS	154,988	262	4,658	16,949	22,260	6,439	2,100	1,048	1,066	29,482	233	8	1,152	240,645

*current data not supplied; most recent available - 1968-69

TABLE XV

SUMMARY--AUDIOVISUAL MATERIALS HOLDINGS BY COUNTY GROUPS

1974-75

County Group	AUDIOVISUAL MATERIALS HOLDINGS													
	16mm Films	8mm (Sound)	8mm (Silent)	F/S (Sound)	F/S (Silent)	Study Prints (Sets)	Transp. (Sets)	Models	Maps Charts Globes	Sound Recordings	Video Tapes	Video Cass.	Other	Total Material Holdings
Group I (17) counties	25,232	48	1,166	6,178	19,775	14,552	363	648	901	12,496	766	135	2,209	84,469
Group II (11) counties	39,829	145	110	4,736	21,958	4,574	954	1,266	111	5,355	212	0	1,256	80,506
Group III (10) counties	67,255	27	309	6,040	11,561	1,789	481	1,007	621	1,270	295	464	1,284	92,403
Group IV (11) counties	154,988	262	4,658	16,949	22,260	6,439	2,100	1,048	1,066	29,482	233	8	1,152	240,645
TOTALS	287,304	482	6,243	33,903	75,554	27,354	3,898	3,969	2,699	48,603	1,506	607	5,901	498,023
			(6,725)		(109,457)									
1971-72 Totals	259,433		4,999		145,463	19,098	N/A	4,630	N/A	50,572	743	N/A	19,200*	504,138
increase/ decrease	+27,871		+1,726		-36,006	+8,256	N/A	-661	N/A	-1,969	+763	N/A	N/A	-6,115
% change	+11%		+35%		-25%	+43%	N/A	-14%	N/A	-4%	+103%	N/A	N/A	-1%

*different definition

N/A = not available

16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC STANDARDS [1]

Since the ready availability of instructional media is a requisite to the effective utilization of these materials by both teachers and students, and since "ready availability" is closely related to both title holdings and duplicate print holdings, it may be of interest to examine the 1974-75 holdings in relation to standards. Of the varied media formats (print and non-print) circulated by county educational media services centers, the 16mm film is the most heavily used item common to all 49 centers. In view of this and also the fact that some centers handle 16mm films only, county holdings of 16mm films will be used for comparison to 1970 CASL-AVEAC Standards.[2] (NOTE: The Audio-Visual Education Association of California is now known as the California Association for Educational Media.

The 1970 Standards are in two phases. Phase I specifies "minimum standards" or 1,000 titles for the elementary level and 2,000 for the secondary level; 3,000 titles for both levels. Phase II reflects more "optimum standards" or 2,000 titles for the elementary level and 3,000 for the secondary level; 5,000 titles for both levels. The standards also recommend 100 or more duplicate prints for every 1,000 students served. However, in instances of daily delivery of materials to each school served (seven centers provide this service), the need for duplicates is reduced about 45 percent.

The following four pages show the relationship of film holdings by county to Phase I (minimum) standards. The fifth page following compiles a summary of the film holdings by county group related to the Phase I standards.

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[1] 1975 CASL-CAEMAT Guidelines are to be published in Fall, 1975.

[2] STANDARDS FOR THE DEVELOPMENT OF SCHOOL MEDIA PROGRAMS IN CALIFORNIA. California Association of School Librarians and Audio-Visual Education Association of California. Burlingame: 1970.

TABLE XVI

16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC
PHASE I STANDARDS -- GROUP I COUNTIES (17) THAT SERVE LESS THAN 20,000 STUDENTS
1974-75

County	Number of Students Served	Film Holdings			Films Needed to Meet Phase I Standards			Percent of Phase I Standards Achieved in		
		Number of Titles	Number of Duplicates	Total	Number of Titles	Number of Duplicates	Total	Title Holdings	Dupl. Print Hold'gs	Total Holdings
Amador	3,233	1,013	0	1,013	3,000	323	3,323	34%	0%	30%
Calaveras	3,187	2,016	0	2,016	3,000	319	3,319	67%	0%	61%
El Dorado	14,458	1,646	198	1,844	3,000	1,446	4,446	55%	14%	41%
Glenn	4,645	1,536	14	1,550	3,000	465	3,465	51%	3%	45%
Inyo	3,829	1,327	1	1,328	3,000	383	3,383	44%	0.3%	39%
Kings	17,409	1,932	535	2,467	3,000	1,741	4,741	64%	31%	52%
Lassen	4,044	1,320	0	1,320	3,000	404	3,404	44%	0%	39%
Madera	11,503	1,638	168	1,806	3,000	1,150	4,150	55%	15%	44%
Mariposa	1,495	182	0	182	3,000	150	3,150	6%	0%	6%
Mendocino	19,409	2,060	466	2,526	3,000	1,941	4,941	69%	24%	51%
Modoc	2,000	1,012	0	1,012	3,000	200	3,200	34%	0%	32%
Mono	1,313	602	8	610	3,000	131	3,131	20%	6%	19%
Plumas	3,200	1,479	263	1,742	3,000	320	3,320	49%	82%	52%
Siskiyou	8,900	2,044	20	2,064	3,000	890	3,890	68%	2%	53%
Tehama	7,559	1,354	0	1,354	3,000	756	3,756	45%	0%	36%
Trinity	2,133	1,492	11	1,503	3,000	213	3,213	50%	5%	47%
Tuolumne	7,400	868	27	895	3,000	740	3,740	29%	4%	24%
TOTALS	115,717	23,521	1,711	25,232	51,000	11,572	62,572	46%	14%	40%

TABLE XVII

16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC

PHASE I STANDARDS -- GROUP II COUNTIES (11) THAT SERVE 20,000 -- 49,999 STUDENTS

1974-75

County	Number of Students Served	Film Holdings			Films Needed to Meet Phase I Standards			Percent of Phase I Standards Achieved in		
		Number of Titles	Number of Duplicates	Total	Number of Titles	Number of Duplicates	Total	Title Holdings	Dupl. Print Hold'gs	Total Holdings
Butte	26,888	2,516	1,431	3,947	3,000	2,689	5,689	84%	53%	69%
Humboldt	30,048	2,387	860	3,247	3,000	3,005	6,005	80%	29%	54%
Imperial	25,000	2,015	1,500	3,515	3,000	2,500	5,500	67%	60%	64%
Merced	33,978	2,051	1,688	3,739	3,000	3,398	6,398	68%	50%	58%
Napa	20,000	1,563	450	2,013	3,000	2,000	5,000	52%	23%	40%
Placer	27,707	2,000	869	2,869	3,000	2,770	5,770	67%	31%	50%
San Luis Obispo	26,000	2,897	570	3,467	3,000	2,600	5,600	97%	22%	62%
Santa Cruz	38,710	2,228	1,015	3,243	3,000	3,871	6,871	74%	26%	47%
Shasta	24,000	2,700	300	3,000	3,000	2,400	5,400	90%	13%	56%
Solano	45,000	3,500	2,000	5,500	3,000	4,500	7,500	117%	44%	73%
Sutter	31,127	3,911	1,378	5,289	3,000	3,113	6,113	130%	44%	87%
TOTALS	328,458	27,768	12,061	39,829	33,000	32,846	65,846	70%	37%	60%

TABLE XVIII

16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC

PHASE I STANDARDS -- GROUP III COUNTIES (10) THAT SERVE 50,000 -- 99,999 STUDENTS

1974-75

County	Number of Students Served	Film Holdings			Films Needed to Meet Phase I Standards			Percent of Phase I Standards Achieved in		
		Number of Titles	Number of Duplicates	Total	Number of Titles	Number of Duplicates	Total	Title Holdings	Dupl. Print Hold'gs	Total Holdings
Kern	80,000	4,281	2,740	7,021	3,000	8,000	11,000	143%	34%	64%
Marin	50,138	3,439	3,117	6,556	3,000	5,014	8,014	115%	62%	82%
Monterey	71,000	4,600	3,900	8,500	3,000	7,100	10,100	153%	55%	84%
Riverside	94,280	2,867	6,144	9,011	3,000	9,428	12,428	96%	65%	73%
San Francisco	74,000	3,218	6,424	9,642	3,000	7,400	10,400	107%	87%	93%
San Joaquin	80,000	3,800	1,600	5,400	3,000	8,000	11,000	127%	20%	49%
Santa Barbara	72,112	2,061	1,993	4,054	3,000	7,211	10,211	69%	28%	40%
Sonoma	60,000	2,200	3,400	5,600	3,000	6,000	9,000	73%	57%	62%
Stanislaus	69,000	3,317	2,770	5,487	3,000	6,900	9,900	111%	31%	55%
Tulare	56,089	3,236	2,748	5,984	3,000	5,609	8,609	108%	49%	70%
TOTALS	706,619	33,019	34,236	67,255	30,000	70,662	100,662	110%	49%	67%

TABLE XIX

16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC

PHASE I STANDARDS--GROUP IV COUNTIES (11) THAT SERVE 100,000 OR MORE STUDENTS

1974-75

County	Number of Students Served	Film Holdings			Films Needed to Meet Phase I Standards			Percent of Phase I Standards Achieved in		
		Number of Titles	Number of Duplicates	Total	Number of Titles	Number of Duplicates	Total	Title Holdings	Dupl. Print Hold'gs	Total Holdings
Alameda	171,986	3,715	8,374	12,089	3,000	17,199	20,199	124%	49%	60%
Contra Costa	102,000	2,850	7,150	10,000	3,000	10,200	13,200	95%	70%	76%
Fresno	110,000	4,700	5,632	10,332	3,000	11,000	14,000	157%	51%	74%
Los Angeles	1,062,555	5,039	32,630	37,669	3,000	106,256	109,256	170%	31%	34%
Orange	305,952	3,613	11,878	15,491	3,000	30,595	33,595	120%	39%	46%
Sacramento	100,445	4,904	4,105	9,009	3,000	10,045	13,045	163%	41%	69%
San Bernardino	170,794	2,255	4,313	6,568	3,000	17,079	20,079	75%	25%	33%
San Diego*	118,124	3,355	13,248	16,603	3,000	11,812	14,812	112%	112%	112%
San Mateo	130,000	3,055	9,880	12,935	3,000	13,000	16,000	102%	76%	81%
Santa Clara	323,352	4,181	10,352	14,533	3,000	32,335	35,335	139%	32%	41%
Ventura	130,000	2,346	7,413	9,759	3,000	13,000	16,000	78%	57%	61%
TOTALS	2,725,208	40,013	114,975	154,988	33,000	272,521	305,521	121%	42%	51%

*Current data not supplied. Most recent available - 1968-69.

TABLE XX

SUMMARY OF 16MM FILM HOLDINGS IN RELATION TO 1970 CASL-AVEAC PHASE I STANDARDS--BY COUNTY GROUP, AND ON A STATEWIDE BASIS

1974-75

County Group	16mm Film Holdings				16mm Films Needed Meet Phase I Standards			Percent of Phase I Standards Achieved by County Group		
	Number of Students Served	Number of Titles	Number of Dupl's.	Total	Number of Titles	Number of Dupl's.	Total	Title Hold'gs.	Dupl. Print Hold'gs.	Total Hold'gs.
GROUP I (17) counties	115,717	23,521	1,711	25,232	51,000	11,572	62,572	46%	14%	40%
GROUP II (11) counties	328,458	27,768	12,061	39,829	33,000	32,846	65,846	70%	37%	60%
GROUP III (10) counties	706,619	33,019	34,236	67,255	30,000	70,662	100,662	110%	49%	67%
GROUP IV (11) counties	2,725,208	40,013	114,975	154,988	33,000	272,521	305,521	121%	42%	51%
TOTALS	3,876,002	124,321	162,983	287,304	147,000	387,601	534,601	85%	42%	54%

TABLE XXI

UTILIZATION OF MEDIA -- GROUP I COUNTIES (17) THAT SERVE LESS THAN 20,000 STUDENTS

1974-75

County	Number of Students Served	Total AV Materials Holdings	Total Film Holdings	Total Staff*	Total Bookings	AV Materials		Films		Bookings		
						Per Student	Per Staff*	Per Student	Per Staff*	Per Student	Per Staff*	Per Holdings
Amador	3,233	1,387	1,013	2.2	5,525	0.43	630.5	0.31	460.5	1.71	2,511.4	3.98
Calaveras	3,187	9,184	2,016	3.6	8,817	2.88	2,551.1	0.63	560.0	2.77	2,449.2	0.96
El Dorado	14,458	2,672	1,844	5.2	19,000	0.18	513.8	0.13	354.6	1.31	3,653.8	7.11
Glenn	4,645	5,562	1,550	4.7	11,106	1.20	1,183.4	0.33	329.8	2.39	2,363.0	2.00
Inyo	3,829	6,307	1,328	3.8	6,408	1.65	1,659.7	0.35	349.5	1.67	1,686.3	1.02
Kings	17,409	2,598	2,467	3.5	13,521	0.15	742.3	0.14	704.9	0.78	3,863.1	5.20
Lassen	4,044	2,168	1,320	4.9	841	0.54	442.4	0.33	269.4	0.21	171.6	0.39
Madera	11,503	9,577	1,806	4.1	13,729	0.83	2,335.9	0.16	440.5	1.19	3,348.5	1.43
Mariposa	1,495	2,827	182	1	2,206	1.89	2,827.0	0.12	182.0	1.48	2,206.0	0.78
Mendocino	19,409	5,457	2,526	8.8	39,234	0.28	620.1	0.13	287.0	2.02	4,458.4	7.19
Modoc	2,000	17,521	1,012	8.4	16,326	8.76	2,085.8	0.50	120.5	8.16	1,943.6	0.93
Mono	1,313	1,188	610	3	2,401	0.90	396.0	0.46	203.3	1.83	800.3	2.02
Plumas	3,200	4,086	1,742	3.4	2,400	1.28	1,201.8	0.54	512.4	0.75	705.9	0.59
Siskiyou	8,900	2,551	2,064	4.9	20,000	0.29	520.6	0.23	421.2	2.25	4,081.6	7.84
Tehama	7,559	6,177	1,354	6.7	11,404	0.82	921.9	0.18	202.1	1.50	1,702.1	1.85
Trinity	2,133	2,090	1,503	4	4,305	0.98	522.5	0.70	375.8	2.02	1,076.3	2.06
Tuolumne	7,400	2,397	895	3.8	6,000	0.32	630.8	0.12	235.5	0.81	1,578.9	2.50
Totals	115,717	84,469	25,232	69.6	183,223	0.73	1,213.6	0.22	362.5	1.58	2,632.5	2.17

*media center staff (certificated and classified)

TABLE XXII

UTILIZATION OF MEDIA -- GROUP II COUNTIES (11) THAT SERVE 20,000 -- 49,999 STUDENTS

1974-75

County	Number of Students Served	Total AV Materials Holdings	Total Film Holdings	Total Staff*	Total Bookings	AV Materials		Films		Bookings		
						Per Student	Per Staff*	Per Student	Per Staff*	Per Student	Per Staff*	Per Holdings
Butte	26,888	11,557	3,947	14.4	41,767	0.43	802.6	0.15	274.1	1.55	2,900.5	3.61
Humboldt	30,048	3,283	3,247	2.3	20,568	0.11	1,427.4	0.11	1,411.7	0.68	8,942.6	6.27
Imperial	25,000	10,835	3,515	6	35,000	0.43	1,805.8	0.14	585.8	1.40	5,833.3	3.23
Merced	33,978	5,353	3,739	11.8	54,319	0.16	453.6	0.11	316.9	1.60	4,603.3	10.15
Napa	20,000	5,484	2,013	5	25,317	0.27	1,096.8	0.10	402.6	1.27	5,063.4	4.62
Placer	27,707	2,913	2,869	5.5	35,284	0.11	529.6	0.10	521.6	1.27	6,415.3	12.1
San Luis Obispo	26,000	8,981	3,467	8.5	39,978	0.35	1,056.6	0.13	407.9	1.54	4,703.3	4.45
Santa Cruz	38,710	8,888	3,243	6.8	50,332	0.23	1,307.1	0.08	476.9	1.30	7,401.8	5.66
Shasta	24,000	6,624	3,000	9.5	25,591	0.28	697.3	0.13	315.9	1.07	2,693.8	3.86
Solano	45,000	7,919	5,500	7	50,000	0.18	1,131.3	0.12	785.7	1.11	7,142.9	6.31
Sutter	31,127	8,669	5,289	12.1	57,147	0.28	716.4	0.17	437.1	1.84	4,722.9	6.59
Totals	328,458	80,506	39,829	93.4	435,303	0.25	861.9	0.12	426.4	1.33	4,660.6	5.41

*media center staff (certificated and classified)

TABLE XXIII

UTILIZATION OF MEDIA -- GROUP III COUNTIES (10) THAT SERVE 50,000 -- 99,999 STUDENTS

1974-75

County	Number of Students Served	Total AV Materials Holdings	Total Film Holdings	Total Staff*	Total Bookings	AV Materials		Films		Bookings		
						Per Student	Per Staff*	Per Student	Per Staff*	Per Student	Per Staff*	Per Holdings
Kern	80,000	11,349	7,021	15.7	77,472	0.14	722.9	0.09	447.2	0.97	4,934.5	6.83
Marin	50,138	6,921	6,556	8.5	62,853	0.14	814.3	0.13	771.3	1.25	7,394.5	9.08
Monterey	71,000	10,355	8,500	19	113,729	0.15	545.0	0.12	447.4	1.60	5,985.7	10.98
Riverside	94,280	9,011	9,011	11	94,363	0.10	819.2	0.10	819.2	1.00	8,578.5	10.47
San Francisco	74,000	10,012	9,642	23	55,000	0.14	435.3	0.13	419.2	0.74	2,391.3	5.49
San Joaquin	80,000	5,613	5,400	11.1	61,737	0.07	505.7	0.07	486.5	0.77	5,561.9	11.00
Santa Barbara	72,112	4,154	4,054	17.4	45,198	0.06	238.7	0.06	233.0	0.63	2,597.6	10.88
Sonoma	60,000	10,720	5,600	20.1	76,000	0.18	533.3	0.09	278.6	1.27	3,781.1	7.09
Stanislaus	69,000	10,384	5,487	19	49,224	0.15	546.5	0.08	288.8	0.71	2,590.7	4.74
Tulare	56,089	13,884	5,984	17.5	99,027	0.25	793.4	0.11	341.9	1.77	5,658.7	7.13
Totals	706,619	92,403	67,255	162.3	734,603	0.13	569.3	0.10	414.4	1.04	4,526.2	7.95

*media center staff (certificated and classified)

TABLE XXIV

UTILIZATION OF MEDIA -- GROUP IV COUNTIES (11) THAT SERVE 100,000 OR MORE STUDENTS

1974-75

County	Number of Students Served	Total AV Materials Holdings	Total Film Holdings	Total Staff*	Total Bookings	AV Materials		Films		Bookings		
						Per Student	Per Staff*	Per Student	Per Staff*	Per Student	Per Staff*	Per Holding
Alameda	171,986	12,108	12,089	31	126,000	0.07	390.6	0.07	390.0	0.73	4,064.5	10.40
Contra Costa	102,000	10,030	10,000	22	130,000	0.10	455.9	0.10	454.5	1.27	5,909.1	12.96
Fresno	110,000	21,373	10,332	23	122,600	0.19	929.3	0.09	449.2	1.11	5,330.4	5.74
Los Angeles	1,062,555	37,669	37,669	47	91,387	0.04	801.5	0.04	801.5	0.09	1,944.4	2.43
Orange	305,952	18,749	15,491	26.3	154,335	0.06	712.9	0.05	589.0	0.50	5,868.3	8.23
Sacramento	100,445	35,588	9,009	15.2	81,944	0.35	2,341.3	0.09	592.7	0.82	5,391.1	2.30
San Bernardino	170,794	6,568	6,568	9	57,546	0.04	729.8	0.04	729.8	0.34	6,394.0	8.76
San Diego**	118,124	53,180	16,603	26.5	210,026	0.45	2,006.8	0.14	626.5	1.78	7,925.5	3.94
San Mateo	130,000	12,971	12,935	12.5	115,000	0.10	1,037.7	0.10	1,034.8	0.88	9,200.0	8.87
Santa Clara	323,352	14,533	14,533	34	256,155	0.04	427.4	0.04	427.4	0.79	7,534.0	17.63
Ventura	130,000	17,876	9,759	24	133,678	0.14	744.8	0.08	406.6	1.03	5,569.9	7.48
Totals	2,725,208	240,645	154,988	270.5	1,478,671	0.09	889.6	0.06	573.0	0.54	5,466.4	6.14

*media center staff (certificated and classified)
**current data not supplied; most recent available - 1968-69

TABLE XXV
SUMMARY OF MEDIA UTILIZATION BY COUNTY GROUPS
1974-75

County	Number of Students Served	Total AV Materials Holdings	Total Film Holdings	Total Staff*	Total Bookings	AV Materials		Films		Bookings		
						Per Student	Per Staff*	Per Student	Per Staff*	Per Student	Per Staff*	Per Holdings
Group I (17) counties	115,717	84,469	25,232	69.6	183,223	0.73	1,213.6	0.22	362.5	1.58	2,632.5	2.17
Group II (11) counties	328,458	80,506	39,829	93.4	435,303	0.25	861.9	0.12	426.4	1.33	4,660.6	5.41
Group III (10) counties	706,619	92,403	67,255	162.3	734,603	0.13	569.3	0.10	414.4	1.04	4,526.2	7.95
Group IV (11) counties	2,725,208	240,645	154,988	270.5	1,478,671	0.09	889.6	0.06	573.0	0.54	5,466.4	6.14
TOTALS	3,876,002	498,023	287,304	595.8	2,831,800	0.13	835.9	0.07	482.2	0.73	4,752.9	5.69
1971-72 totals	3,568,036	503,649	263,559	N/A	2,760,194	0.14	N/A	0.07	N/A	0.77	N/A	5.48
increase/ decrease	+307,966	-5,626	+23,745	N/A	+71,606	-0.01	N/A	0	N/A	-0.04	N/A	+0.21
% of change	+9%	-1%	+9%	N/A	+3%	-0.7%	N/A	0%	N/A	-5%	N/A	+4%

*media center staff (certificated and classified)

N/A = Not available

TABLE XXVI
UTILIZATION OF EDUCATION CODE SECTION 20454 - BY COUNTY
1974 - 75

COUNTY	USED	RATE*	COUNTY	USED	RATE*
Alameda	--	--	Plumas	--	--
Alpine	--	--	Riverside	yes	.009
Amador	yes	.005	Sacramento	no	
Butte	yes	.04	San Benito	--	--
Calaveras	--	--	San Bernardino	no	
Colusa	--	--	San Diego	--	--
Contra Costa	no		San Francisco	--	--
Del Norte	no		San Joaquin	no	
El Dorado	no		San Luis Obispo	yes	.01-.05
Fresno	yes	.0513			(.01-.02 IMC)
Glenn	yes	.05	San Mateo	yes	--
Humboldt	no		Santa Barbara	no	
Imperial	no		Santa Clara	yes	.05
Inyo	yes	.05	Santa Cruz	yes	.018
Kern	no		Shasta	yes	.005
Kings	no		Sierra	--	--
Lake	--	--	Siskiyou	no	
Lassen	no		Solano	yes	.0352
Los Angeles	yes	.05	Sonoma	yes	.05
Madera	no				(not for media)
Marin	no		Stanislaus	no	
Mariposa	no		Sutter	no	
Mendocino	no		Tehama	yes	.02-.03
Merced	no		Trinity	no	
Modoc	no		Tulare	yes	.03679
Mono	no		Tuolumne	no	
Monterey	no		Ventura	yes	variable
Napa	no		Yolo	yes	.05
Nevada	no				(Spec. Ed. only)
Orange	no		Yuba	no	
Placer	yes	.05			

SUMMARY: Yes - 19
No - 29
No Response - 10
58

*per $100.00 assessed valuation
-- = no response

AUDIOVISUAL MATERIALS CATALOGS

The catalog data summarized below were derived from "County Media Services Annual Reports," Form AV-162. It should be mentioned that some counties use a combination of catalog types, loose-leaf and bound.

Type of Catalog Used	Number of Counties	
	1971-72	1974-75
Loose-leaf	17	19
Bound	37	29
Card/Other	1	0/1

Basic Equipment Used in Catalog Production	Number of Counties	
	1971-72	1974-75
Addressograph	5	5
Automatic Data Processing	24	18
Other	17	21
No response	4	5

SOURCES OF SUPPORT (CSSF) FOR A-V SERVICES - 1973-74

Counties	District Contracts (8875)	County Contracts (8850)	NDEA (8210)	ESEA (8160)	Other Agencies (8310 +8490 +8796 +8890)	State (8600)	TOTALS
Alameda	304,776	0	0	0	1,640	82,576	388,992
Alpine	500	0	0	0	0	500	1,000
Amador	9,816	0	1,473	0	0	6,082	17,371
Butte	43,930	0	0	0	19,258	26,641	89,829
Calaveras	11,557	1,503	1,190	0	4,260	10,982	29,492
Colusa	0	0	0	0	0	0	0
Contra Costa	206,190	0	12,000	0	0	52,518	270,708
Del Norte	16,000	0	0	0	0	13,367	29,367
El Dorado	48,891	0	8,500	15,835	11,741	8,697	93,664
Fresno	154,594	0	0	0	5,588	135,026	295,208
Glenn	17,550	0	0	0	0	17,605	35,155
Humboldt	47,099	15,008	7,530	0	0	47,353	116,990
Imperial	46,805	0	10,000	0	269	40,168	97,242
Inyo	20,291	0	11,099	0	0	10,288	31,678
Kern	116,865	0	10,940	0	791	102,396	230,992
Kings	35,517	0	14,211	0	0	25,052	74,780
Lake	9,500	0	0	0	0	9,488	18,983
Lassen	12,018	0	0	0	7,923	11,995	31,936
Los Angeles	604,716	0	75,224	0	0	283,641	963,581
Madera	22,786	0	3,543	0	0	12,766	39,095
Marin	95,174	0	0	0	0	66,027	161,201
Mariposa	3,900	252	0	0	0	3,900	8,052
Mendocino	28,046	7,000	2,500	0	0	24,312	61,858
Merced	66,123	0	15,000	0	0	28,000	109,123
Modoc	5,235	0	4,000	0	0	5,163	14,398
Mono	13,017	0	0	0	0	736	13,753
Monterey	98,336	16,849	25,000	0	10,451	69,414	220,050
Napa	32,095	0	23,503	5,224	0	32,038	92,860
Nevada	18,589	0	0	0	0	4,435	23,024
Orange	288,943	0	0	0	0	91,488	380,391
Placer	74,436	26,922	12,000	0	0	10,000	123,358
Plumas	16,245	0	2,923	0	0	15,728	34,896
Riverside	147,463	0	27,001	0	0	1,213	175,677
Sacramento	177,182	0	8,750	0	0	28,861	214,793
San Benito	8,350	0	0	0	0	8,349	16,699
San Bernardino	123,153	0	11,037	0	6,695	65,476	206,361
San Diego	322,227	0	24,465	0	0	279,389	626,081
San Francisco	177,947	0	0	0	0	177,947	355,894
San Joaquin	120,928	0	13,116	0	0	58,748	192,792
San Luis Obispo	60,021	0	0	0	0	45,035	105,056
San Mateo	184,330	0	20,000	0	20,000	139,191	363,521
Santa Barbara	125,810	0	4,842	0	1,073	28,990	160,715
Santa Clara	285,611	46,261	25,000	0	0	150,744	507,616
Santa Cruz	51,000	0	10,000	0	0	47,872	108,872
Shasta	54,235	2,850	0	0	0	12,720	69,805
Sierra	3,060	0	0	0	0	2,746	5,806
Siskiyou	21,736	0	5,000	0	5,275	16,301	48,312
Solano	73,200	0	12,500	0	803	70,584	157,087
Sonoma	136,538	0	0	0	6,097	46,892	191,527
Stanislaus	116,511	0	17,100	0	0	44,277	177,888
Sutter	58,077	0	6,359	0	0	21,309	85,745
Tehama	27,477	0	7,084	0	0	11,131	45,692
Trinity	13,000	0	0	0	0	13,000	26,000
Tulare	109,103	0	10,000	0	335	77,728	197,166
Tuolumne	12,847	2,171	11,372	0	184	9,711	36,285
Ventura	216,816	0	11,859	0	0	80,966	309,641
Yolo	53,456	0	0	0	0	16,000	69,456
Yuba	0	0	0	0	0	0	0
TOTALS	5,139,618	118,816	466,121	21,059	102,383	2,705,522	8,553,519

SOURCES OF SUPPORT (CSSF) FOR SCHOOL LIBRARY SERVICES - 1973-74

Counties	Library Services	NDEA (8210)	ESEA (8160)	Other Ag'ncs. (8310 +8490 +8790 +8890)	State (8600)	TOTALS
Alameda	0	0	1,362	0	64,071	65,433
Alpine	3,635	0	0	0	500	4,135
Amador	0	0	0	0	3,581	3,581
Butte	30,450	0	2,360	9,506	45,072	87,388
Calaveras	9,300	1,582	0	3,020	11,974	25,876
Colusa	0	0	0	0	0	0
Contra Costa	2,300	0	0	0	16,003	18,303
Del Norte	7,101	0	0	0	15,622	22,723
El Dorado	28,332	0	0	0	28,481	56,813
Fresno	177,282	0	6,411	0	8,645	192,338
Glenn	5,500	0	2,301	0	17,794	25,595
Humboldt	0	0	0	0	500	500
Imperial	0	0	0	0	5,240	5,240
Inyo	6,750	0	6,693	4,500	8,131	26,074
Kern	700	0	856	0	52,146	53,702
Kings	8,400	0	0	0	10,330	18,730
Lake	6,000	0	0	0	17,501	23,501
Lassen	9,340	5,000	2,870	10,491	21,809	49,710
Los Angeles	0	0	3,838	0	0	3,838
Madera	8,200	0	3,271	0	6,698	18,169
Marin	0	0	0	0	2,368	2,368
Mariposa	6,425	0	200	0	2,200	8,825
Mendocino	22,570	2,290	0	0	29,584	54,444
Merced	30,300	0	0	0	30,000	60,300
Modoc	5,600	0	0	0	4,884	10,484
Mono	10,034	3,952	0	0	6,919	20,905
Monterey	7,946	0	0	0	26,987	34,933
Napa	22,420	3,387	15,829	0	9,985	51,621
Nevada	0	0	0	0	0	0
Orange	0	0	0	0	0	0
Placer	25,418	0	6,477	0	4,999	36,894
Plumas	8,793	0	0	0	9,118	17,911
Riverside	0	0	976	0	24,249	25,225
Sacramento	175,340	8,750	0	0	26,621	210,711
San Benito	0	0	2,526	0	211	2,737
San Bernardino	0	0	0	0	0	0
San Diego	231,871	5,000	0	0	167,225	404,096
San Francisco	0	0	0	0	34,907	34,907
San Joaquin	13,200	0	0	0	8,175	21,375
San Luis Obispo	5,040	0	0	0	5,159	10,199
San Mateo	194,050	0	0	0	97,677	291,727
Santa Barbara	64,991	0	5,846	0	46,207	117,044
Santa Clara	18,257	0	0	0	20,035	38,292
Santa Cruz	0	0	0	0	0	0
Shasta	25,770	0	0	0	28,651	54,421
Sierra	1,829	0	0	0	1,400	3,229
Siskiyou	7,350	0	0	19,314	18,115	44,779
Solano	0	0	0	0	2,710	2,710
Sonoma	94,500	17,398	11,142	0	12,291	135,331
Stanislaus	91,053	1,400	21,375	0	6,235	120,063
Sutter	59,100	10,000	1,870	0	20,000	90,970
Tehama	14,625	0	2,746	0	14,902	32,273
Trinity	9,600	0	0	0	6,433	16,033
Tulare	42,900	0	5,719	0	26,759	75,378
Tuolumne	0	0	0	0	1,303	1,303
Ventura	77,589	11,858	354	0	40,476	130,277
Yolo	19,564	0	0	0	0	19,564
Yuba	250	0	0	0	8,249	8,499
TOTALS	1,589,875	70,617	105,022	46,831	1,079,132	2,891,477

ACTUAL EXPENDITURES (CSSF) FOR A-V SERVICES - 1973-74

Counties	Salaries (1000 +2000)	Travel & Delivery (5200)	Repl. of Equipment (4800)	Oper. Expense (3000 +4000 +5000)	Equipment (6000)	TOTALS
Alameda	230,383	7,882	8,240	84,962	57,525	388,992
Alpine	0	0	0	1,000	0	1,000
Amador	11,925	150	0	1,867	3,429	17,371
Butte	39,381	1,427	2,700	12,900	33,421	89,829
Calaveras	16,149	150	250	6,094	6,849	29,492
Colusa	0	0	0	0	0	0
Contra Costa	178,084	5,380	9,877	50,231	27,136	270,708
Del Norte	10,609	0	0	18,758	0	29,367
El Dorado	27,769	1,030	0	26,091	38,774	93,664
Fresno	106,042	686	17,981	53,631	116,868	295,208
Glenn	26,893	200	0	5,492	2,570	35,155
Humboldt	39,934	871	9,336	18,863	47,986	116,990
Imperial	51,032	1,846	765	13,127	30,472	97,242
Inyo	5,050	828	0	3,264	22,536	31,678
Kern	108,891	900	1,173	33,204	86,824	230,992
Kings	22,558	1,011	0	8,053	43,158	74,780
Lake	0	0	1,488	12,000	5,500	18,988
Lassen	17,799	816	5,938	3,978	3,405	31,936
Los Angeles	408,216	16,904	10,195	132,404	395,862	963,581
Madera	22,328	550	0	6,953	9,264	39,095
Marin	82,758	1,855	0	30,310	46,278	161,201
Mariposa	6,567	100	0	627	758	8,052
Mendocino	36,096	2,092	1,465	7,202	15,003	61,858
Merced	48,467	1,800	677	17,255	40,924	109,123
Modoc	3,488	0	0	2,819	8,091	14,398
Mono	2,443	0	0	1,206	10,104	13,753
Monterey	93,508	6,769	2,998	38,333	78,442	220,050
Napa	44,039	1,061	0	9,033	38,727	92,860
Nevada	1,727	100	0	21,197	0	23,024
Orange	183,599	1,310	597	56,900	137,985	380,391
Placer	39,491	947	288	7,960	74,672	123,358
Plumas	18,724	0	106	4,719	11,347	34,876
Riverside	80,303	1,200	13,192	39,713	41,269	175,677
Sacramento	92,510	2,226	0	35,389	84,668	214,793
San Benito	0	0	0	16,699	0	16,699
San Bernardino	80,707	2,845	9,696	28,876	84,237	206,361
San Diego	335,992	14,016	10,235	94,625	171,213	626,081
San Francisco	244,180	866	0	80,848	30,000	355,894
San Joaquin	92,074	2,053	12,471	27,800	58,374	192,792
San Luis Obispo	61,357	2,367	3,000	26,647	11,685	105,056
San Mateo	99,677	1,180	6,614	61,794	194,256	363,521
Santa Barbara	63,780	2,350	11,697	20,431	62,457	160,715
Santa Clara	278,988	1,605	0	119,474	107,549	507,616
Santa Cruz	44,808	422	9,104	18,758	35,780	108,872
Shasta	41,620	3,300	3,000	11,477	10,408	69,805
Sierra	1,200	0	0	4,606	0	5,806
Siskiyou	21,440	499	0	6,823	19,550	48,312
Solano	81,631	815	7,885	20,056	46,700	157,087
Sonoma	56,210	0	20,786	10,324	104,207	191,527
Stanislaus	59,286	1,599	0	16,291	100,712	177,888
Sutter	32,696	4,770	0	11,718	36,561	85,745
Tehama	16,798	2,128	1,589	5,290	19,887	45,692
Trinity	17,796	1,185	0	7,019	0	26,000
Tulare	84,272	1,313	35,093	34,114	42,374	197,166
Tuolumne	12,562	661	0	3,336	19,726	36,285
Ventura	143,118	958	18,967	31,421	115,177	309,641
Yolo	0	0	0	69,456	0	69,456
Yuba	0	0	0	0	0	0
TOTALS	3,926,955	105,023	237,403	1,493,418	2,790,720	8,553,519

ACTUAL EXPENDITURES (CSSF) FOR SCHOOL LIBRARY SERVICES - 1973-74

Counties	Salaries (1000 +2000)	Travel & Delivery (5200)	Repl. of Equipment (4800)	Oper. Expense (3000 +4000 +5000)	Equipment (6000)	TOTALS
Alameda	45,067	554	0	14,885	4,927	65,433
Alpine	2,106	0	0	200	1,829	4,135
Amador	0	0	0	3,500	81	3,581
Butte	50,734	2,425	0	17,849	16,380	87,388
Calaveras	18,223	400	0	1,526	5,727	25,876
Colusa	0	0	0	0	0	0
Contra Costa	12,017	163	0	6,123	0	18,303
Del Norte	20,195	0	0	2,528	0	22,723
El Dorado	28,893	1,197	0	8,857	17,866	56,813
Fresno	77,962	859	99	16,321	97,097	192,338
Glenn	15,181	1,497	0	4,113	4,804	25,595
Humboldt	0	0	0	500	0	500
Imperial	3,540	0	0	1,000	700	5,240
Inyo	9,401	828	0	3,179	12,666	26,074
Kern	37,894	750	242	9,995	4,866	53,702
Kings	9,678	181	0	1,311	7,560	18,730
Lake	14,548	539	0	3,615	4,799	23,501
Lassen	18,798	1,278	0	3,142	26,492	49,710
Los Angeles	0	0	0	3,838	0	3,838
Madera	10,725	419	0	2,792	4,233	18,169
Marin	0	0	0	531	1,837	2,368
Mariposa	6,567	105	245	726	1,182	8,825
Mendocino	34,841	1,102	1,000	6,771	10,730	54,444
Merced	35,584	1,800	677	6,849	15,390	60,300
Modoc	6,260	200	0	2,168	1,856	10,484
Mono	2,966	0	0	8,536	9,403	20,905
Monterey	21,762	82	0	7,605	5,484	34,933
Napa	22,985	804	0	1,616	24,216	51,621
Nevada	0	0	0	0	0	0
Orange	0	0	0	0	0	0
Placer	13,636	279	0	2,470	20,509	36,894
Plumas	15,615	754	0	1,253	289	17,911
Riverside	14,078	360	740	9,627	420	25,225
Sacramento	96,104	3,652	556	41,413	68,986	210,711
San Benito	0	0	0	2,737	0	2,737
San Bernardino	0	0	0	0	0	0
San Diego	196,528	2,193	1,910	62,409	141,056	404,096
San Francisco	25,871	0	0	9,036	0	34,907
San Joaquin	15,687	917	0	2,921	1,850	21,375
San Luis Obispo	5,752	300	0	1,932	2,215	10,199
San Mateo	205,685	1,559	0	76,697	7,786	291,727
Santa Barbara	64,729	2,100	2,030	17,273	30,912	117,044
Santa Clara	21,032	0	0	17,260	0	38,292
Santa Cruz	0	0	0	0	0	0
Shasta	36,927	300	150	7,976	9,068	54,421
Sierra	0	0	0	3,229	0	3,229
Siskiyou	23,807	637	0	4,625	15,710	44,779
Solano	0	0	0	2,551	159	2,710
Sonoma	44,055	0	18,908	6,157	66,211	135,331
Stanislaus	43,383	864	0	15,378	60,238	120,063
Sutter	40,028	239	0	6,608	44,095	90,970
Tehama	19,722	589	0	4,030	7,932	32,273
Trinity	11,869	497	0	3,667	0	16,033
Tulare	39,582	1,491	13,055	16,449	4,801	75,378
Tuolumne	290	0	0	20	993	1,303
Ventura	88,939	759	0	9,388	31,191	130,277
Yolo	0	0	0	19,564	0	19,564
Yuba	5,890	250	0	509	1,850	8,499
TOTALS	1,535,091	32,923	39,612	487,455	796,396	2,891,477

FINANCIAL DATA (CSSF) - AUDIOVISUAL SERVICES - ALL COUNTIES
Fiscal Years 1972-73 and 1973-74

NOTE: Data supplied by the Bureau of School Apportionments and Reports

Sources of Support for County A-V Services*

	1972-73	1973-74	Increase/ Decrease	Percent of Change
District Contracts (8875)	4,759,826	5,139,618	+379,792	+8.0
County Contracts (8850)	68,402	118,816	+50,414	+73.7
N.D.E.A. (8210)	20,400	466,121	+445,721	+2,184.9
E.S.E.A (8160)	10,498	21,059	+10,561	+100.6
Other Agencies (8310, 8490, 8790, 8890)	141,454	102,383	-39,071	-27.6
State Funds (8600)	2,872,915	2,705,522	-167,393	-5.8
TOTALS ($)	7,873,495	8,553,519	+680,024	+8.6

Expenditures for County A-V Services*

	1972-73	1973-74	Increase/ Decrease	Percent of Change
Salaries (1000, 2000)	3,710,478	3,926,955	+216,477	+5.8
Travel and Delivery (5200)	100,525	105,023	+4,498	+4.5
Replacement of Equipment (4800)	228,005	237,403	+9,398	+4.1
Operating Expense (3000, 4000, 5000)	1,196,312	1,493,418	+297,106	+24.8
Equipment (6000)	2,638,155	2,790,720	+152,565	+5.8
TOTALS ($)	7,873,495	8,553,519	+680,024	+8.6

*Budget classifications shown in parentheses.

FINANCIAL DATA (CSSF) - LIBRARY SERVICES - ALL COUNTIES
Fiscal Years 1972-73 and 1973-74

NOTE: Data supplied by the Bureau of School Apportionments and Reports

Sources of Support for County Schools Library Services*

	1972-73	1973-74	Increase/ Decrease	Percent of Change
Library Services (8850, 8875)	1,517,808	1,589,875	+72,067	+4.7
N.D.E.A. (8210)	3,400	70,617	+67,217	+1,977.0
E.S.E.A. (8160)	50,562	105,022	+54,460	+107.7
Other Agencies (8310, 8490, 8790, 8890)	20,183	46,831	+26,648	+132.0
State Funds (8600)	979,499	1,079,132	+99,633	+10.2
TOTALS ($)	2,571,452	2,891,477	+320,025	+12.4

Expenditures for County Schools Library Services*

	1972-73	1973-74	Increase/ Decrease	Percent of Change
Salaries (1000, 2000)	1,452,374	1,535,091	+82,717	+5.7
Travel and Delivery (5200)	33,840	32,923	-917	-2.7
Replacement of Equipment (4800)	6,220	39,612	+33,392	+536.8
Operating Expense (3000, 4000, 5000)	417,181	487,455	+70,274	+16.8
Equipment (6000)	661,837	796,396	+134,559	+20.3
TOTALS ($)	2,571,452	2,891,477	+320,025	+12.4

*Budget classifications shown in parentheses.

CONTRACTUAL ARRANGEMENTS WITH PUBLIC SCHOOLS FOR
EDUCATIONAL MEDIA SERVICES
1974 - 75

Contracts for media services vary substantially from county to county throughout the State. Below is a digest of "unit charges" made to public school districts by each county.

COUNTY	UNIT CHARGE
Alameda	$2.20 per unit of a.d.a. for A-V services $ .53 per unit of a.d.a. for A-V equipment repair
Alpine	(contracts with Placer County)
Amador	$3.00 per unit of a.d.a. for A-V services rate determined by Education Code 7253 for school library services
Butte	A-V services: $72.00 per 35 units of a.d.a.--districts 1-300 a.d.a. ($100 minimum for less than 150 a.d.a.) $60.00 per 35 units of a.d.a.--districts 301-500 a.d.a. $58.00 per 35 units of a.d.a.--districts 501-900 a.d.a. $56.00 per 35 units of a.d.a.--districts over 901 a.d.a. A-V equipment repair: $1.10 per prior year a.d.a. ($100 minimum for less than 150 a.d.a.) School library services: $100.00 per 35 units of a.d.a. plus $100 for each unit of 300 a.d.a.
Calaveras	$3.90 per unit of a.d.a. for A-V services $9.00 per item for labor plus parts for A-V equipment repair $125.00 per 30 units of a.d.a. plus $100 per each 300 a.d.a. or fraction thereof for school library services

COUNTY	UNIT CHARGE
Colusa	(contracts with Sutter County)
Contra Costa	$2.00 per unit of a.d.a. for A-V services $2.50 per film to community colleges actual cost (county special schools only) for A-V equipment repair $35.00 per 100 units of a.d.a. (as per Education Code) for school library services
Del Norte	(contracts with Humboldt County)
El Dorado	$3.50 per student (end of first month enrollment of current year) for A-V service ($300 minimum per school site) $4.50 per hour plus cost of parts for A-V equipment repair $5.00 per student (end of first month enrollment of current year) for school library services ($300 minimum per school site) ($2.50 returned to district to those participating) (others: $1.00 per K-8 a.d.a.; $.50 per 9-12 a.d.a.)
Fresno	$50.00 per teacher for A-V services (Fresno Unified is charged 50%; Clovis Unified is charged 60% with reduced service) $110.00 per teacher at elementary level for school library services
Glenn	$75.00 per teacher for A-V services. Cost of parts only for A-V equipment repair $125.00 per teacher for school library services
Humboldt	$2.75 per unit of a.d.a. for A-V services ($60.00 per teacher for schools of 5 teachers or less)
Imperial	$1.75 per unit of a.d.a. for A-V services
Inyo	$2.75 per unit of a.d.a. for A-V services $125.00 per teacher for school library services
Kern	$1.48 per unit of a.d.a. for materials $ .22 per unit of a.d.a. for equipment maintenance and repair $ .90 per book for purchasing and processing $ .75 per book for processing only

COUNTY	UNIT CHARGE
Kings	$2.05 per unit of a.d.a.--Elementary $1.90 per unit of a.d.a.--Secondary ---for A-V services $5.00 per hour plus parts plus 10% for A-V equipment repair $100.00 per 35 units of a.d.a. plus fraction; $100.00 per 300 units of a.d.a. drop fraction for school library services
Lake	(contracts with Mendocino County)
Lassen	$2.66 per unit of a.d.a. for A-V services ($150 minimum) $100.00 per teacher for school library services
Los Angeles	$2.00 per unit of a.d.a. for A-V services
Madera	$2.25 per unit of a.d.a. for A-V services ($315 minimum) $100.00 per 35 units of a.d.a. plus $100.00 per 200 units of a.d.a. for school library services
Marin	$2.25 per unit of a.d.a. for A-V services $ .10 per unit of a.d.a. for SMERC services
Mariposa	50 percent of total cost of program (one district in county) for A-V services 75 percent of total cost of program for school library services
Mendocino	A-V services: $2.33 per unit of a.d.a.--districts 1 - 999 a.d.a. $2.23 per unit of a.d.a.--districts 1,000 to 4,999 a.d.a. $2.01 per unit of a.d.a.--districts over 5,000 a.d.a. A-V equipment repair: $ .66 per unit of a.d.a.--districts 1 - 999 a.d.a. $ .55 per unit of a.d.a.--districts 1,000 to 4,999 a.d.a. $ .45 per unit of a.d.a.--districts over 5,000 a.d.a.

COUNTY	UNIT CHARGE
Mendocino (cont'd)	School library services: $106.00 per 35 units of a.d.a. plus $106.00 per units of 300 a.d.a. for grades K-8 $79.50 per teacher for grades 9-12
Merced	$2.50 per unit of a.d.a. for A-V services $1.50 per classroom for school library services
Modoc	$2.50 per unit of a.d.a. for A-V services $100.00 per teacher for school library services
Mono	50 percent of the total cost of program for A-V services 50 percent of the total cost of the program for school library services
Monterey	$1.75 per unit of a.d.a. for A-V services $ .65 per unit of a.d.a. for A-V equipment repair $100.00 per teacher - $100.00 per 35 units of a.d.a. for school library services
Napa	$1.75 per unit of a.d.a. for A-V services
Nevada	(contracts with Placer County)
Orange	Regular contract: $1.75 per unit of a.d.a. for A-V services Rental: $5.00 per film--first 500 films $4.75 per film--second 500 films $4.50 per film--third 500 films $4.25 per film--all films over 1500
Placer	$3.70 per unit of a.d.a. for A-V services
Plumas	$16,000 contract with Plumas Unified for A-V services $2,200 contract with Plumas Unified for A-V equipment repair $9,000 contract with Plumas Unified for school library services
Riverside	$2.25 per unit of a.d.a. for A-V services (rental charge also available)

COUNTY	UNIT CHARGE
Sacramento	A-V services: $2.44 per unit of a.d.a.--0 - 5,000 a.d.a. ($600 minimum) $2.12 per unit of a.d.a.--5,001 - 10,000 a.d.a. $1.95 per unit of a.d.a.--above 10,000 a.d.a. A V equipment repair: Unit charge per item based upon labor and parts. School library services: $100.00 per teacher unit ($100.00 per 35 units of a.d.a. or fraction plus $100.00 per 300 units of a.d.a.)
San Benito	(contracts with Monterey County)
San Bernardino	Contracts for A-V services based upon one or more of the following: (1) $1.60 per unit of a.d.a.--over 3,500 a.d.a. (2) $1.75 per unit of a.d.a.--under 3,500 a.d.a. (3) $3.50 per film per week (4) annual lease: 1/7 of cost of collection
San Diego	$2.00 per unit of a.d.a. for A-V services (1971-72 data; current data not supplied)
San Francisco	50% of total cost of program for A-V services
San Joaquin	$1.75 per unit of a.d.a. for A-V services $100.00 per 35 units of a.d.a. for school library services
San Luis Obispo	A-V services: $100.00 per unit (a unit is 35 a.d.a. or any fraction thereof plus each full 300 a.d.a.)--districts 1 - 300 a.d.a. $90.00 per unit--districts 301 - 500 a.d.a. $80.00 per unit--districts 501 - 950 a.d.a. $75.00 per unit--districts over 951 a.d.a.

COUNTY	UNIT CHARGE
San Luis Obispo (cont'd)	A-V equipment repair:
	$8.00 per hour labor charge plus parts
	School library services:
	$120.00 per 35 units of a.d.a.
San Mateo	$1.50 per unit of a.d.a. for A-V services for K-8 $1.90 per unit of a.d.a. for A-V services for 9-12 (equalization 60/40) $4.00 per item for junior college
Santa Barbara	$1.75 per unit of a.d.a. plus 2 mils per $100 assessed valuation for A-V services K-8 $1.75 per unit of a.d.a. for A-V services 9-12 $3,200 contract with Santa Barbara City College for A-V services $3,000 contract with Hancock College for A-V services $125.00 per 35 units of a.d.a. or fraction thereof plus $125.00 per 300 units of a.d.a. for school library services
Santa Clara	$1.50 per unit of a.d.a. for A-V services K-12 $1.00 per unit of a.d.a. for A-V services 13-14-Adult $ .09 per unit of a.d.a. for ERIC services
Santa Cruz	$1.80 per unit of a.d.a. for A-V services $2.50 per item booked for junior colleges $ .12 per unit of a.d.a. for A-V equipment repair
Shasta	$2.40 per unit of a.d.a. for A-V services K-8 $2.25 per unit of a.d.a. for A-V services 9-12 $ .75 per unit of a.d.a. for A-V services - college $115.00 per teacher for school library services
Sierra	(contracts with Placer County)
Siskiyou	$100.00 minimum for A-V services $150.00--2 teacher schools $200.00--3 teacher schools $250.00--4 teacher schools

COUNTY	UNIT CHARGE
Siskiyou (cont'd)	$82.25 per unit of a.d.a. for schools with five teachers or more for A-V services $150.00 per 35 units of a.d.a. for school library services
Solano	$50.00 per certificated employee for A-V services
Sonoma	$2.23 per unit of a.d.a. for A-V services ($424.00 minimum) $1.11 per unit of a.d.a. for A-V services for junior college $ .45 per unit of a.d.a. for A-V equipment repair ($106.00 minimum) $3.90 per unit of a.d.a. for school library services ($265.00 minimum)
Stanislaus	$1.85 per unit of a.d.a. plus $50.00 annual building delivery site fee for A-V services K-8 $2.15 per unit of a.d.a. plus $100.00 annual building delivery site fee for A-V services 9-12 $7.00 per unit of a.d.a. for school library services
Sutter	$2.61 per student for A-V services $ .39 per student for A-V equipment repair $250.00 per unit of 35 a.d.a. or fraction thereof for school library services
Tehama	$350.00 per district plus additional percentage of a.d.a. for A-V services per unit of equipment owned rate for A-V equipment repair $137.00 per teacher plus $137.00 for over 300 a.d.a. for school library services
Trinity	$125.00 per teacher for A-V services $150.00 per teacher for school library services
Tulare	$2.25 per unit of a.d.a. for A-V services No additional cost for A-V equipment repair $350.00 per unit of 35 a.d.a. for school library services
Tuolumne	$100.00 per 100 units of a.d.a. or fraction plus $15.00 per teacher for A-V services Charge for parts only for A-V equipment repair

COUNTY	UNIT CHARGE
Ventura	$2.00 per unit of a.d.a. for A-V services ($6.00 per film option with sliding scale to $4.50 per film) $150.00 per 35 units of a.d.a. or fraction plus $150.00 per 300 units of a.d.a. for school library services
Yolo	(contracts with Sacramento County)
Yuba	(contracts with Sutter County)

CONTRACTUAL ARRANGEMENTS WITH NONPUBLIC SCHOOLS
FOR EDUCATIONAL MEDIA SERVICES
1974 - 75

Although Section 811.5 of the Education Code authorizes the county schools to provide audiovisual materials to nonpublic schools, many county counsels have issued negative rulings. Below is a digest of the "unit charges" and any "buy-in fee" made to nonpublic schools by each county.

COUNTY	UNIT CHARGE	BUY-IN FEE
Alameda	$5.00 per item	$50.00
Alpine	(contracts with Placer County)	
Amador	yes--data not available	
Butte	$4.00 per item	$100.00
Calaveras	No services provided	
Colusa	(contracts with Sutter County)	
Contra Costa	No services provided	
Del Norte	(contracts with Humboldt County)	
El Dorado	$5.00 per item	N/C
Fresno	No services provided	
Glenn	No services provided	
Humboldt	No services provided	
Imperial	No services provided	
Inyo	No services provided	
Kern	No services provided	
Kings	No services provided	
Lake	(contracts with Mendocino County)	
Lassen	No services provided	
Los Angeles	$7.80 per film per week	N/C
Madera	$2.25 per unit of a.d.a. ($315.00 minimum)	N/C

COUNTY	UNIT CHARGE	BUY-IN FEE
Marin	$5.00 per unit by contract	$200.00
Mariposa	No services provided	
Mendocino	$5.30 per item	$212.00
Merced	No services provided	
Modoc	No services provided	
Mono	No services provided	
Monterey	$5.00 per unit	N/C
Napa	$3.00 per film	N/C
Nevada	(contracts with Placer County)	
Orange	No services provided	
Placer	No services provided	
Plumas	No charge for use	N/C
Riverside	$5.00 per film per week $2.25 per unit of a.d.a.	N/C
Sacramento	$4.45 - $10.20 per item per four day booking	$50.00
San Benito	(contracts with Monterey County)	
San Bernardino	$4.20 per film per week	N/C
San Diego	(Current data not supplied)	
San Francisco	No services provided	
San Joaquin	$5.00 per film title $100.00 per 35 units of a.d.a. for elementary school under 900 a.d.a.	$200.00 (first year only)
San Luis Obispo	Regular A-V contract rates or $3.50 per item	N/C
San Mateo	$4.00 per film	N/C
Santa Barbara	$1.00 per film per day	N/C

COUNTY	UNIT CHARGE	BUY-IN FEE
Santa Clara	No services provided	
Santa Cruz	$3.00 per film	N/C
Shasta	No services provided	
Sierra	(contracts with Placer County)	
Siskiyou	No services provided	
Solano	$100.00 per teacher	N/C
Sonoma	$6.00 per film title	$100.00 (first year) $50.00 (renewal)
Stanislaus	$3.25 per unit of a.d.a. - K-8 $3.55 per unit of a.d.a. - 9-12	N/C
Sutter	$4.35 per student	N/C
Tehama	Base charge plus fee based on enrollment	N/C
Trinity	No services provided	
Tulare	$2.00 per film $1.00 per other materials	N/C
Tuolumne	No services provided	
Ventura	$6.00 per item	N/C
Yolo	(contracts with Sacramento County)	
Yuba	(contracts with Sutter County)	

OVERALL SUMMARY OF STATISTICAL
DATA COVERING COUNTY MEDIA SERVICES
1971-72 and 1974-75

GENERAL INFORMATION	1971-72	1974-75
Number of:		
a. County Media Centers	50	49
b. Students served (A-V)	3,568,036	3,876,002
c. Districts served	1,088	1,141
d. Districts not served	31	31
e. Community colleges served	63	74
f. Nonpublic schools served	N/A	157

SERVICES OFFERED		
Number of centers offering:		
a. audiovisual materials only	17	15
b. audiovisual and school library materials	33	34
c. professional library	N/A	42
d. a-v equipment repair	21	21
e. photographic services	20	15
f. graphic art services	19	14
g. audiotape duplication	N/A	38
n. videotape duplication	N/A	18

PERSONNEL		
Number of:		
a. certificated personnel in A-V	46.3	48.3
b. classified personnel in A-V	388.9	411.8
c. certificated personnel in library	N/A	28.5
d. classified personnel in library	N/A	107.3

AUDIOVISUAL MATERIALS HOLDINGS/UTILIZATION		
a. total materials holdings	504,138	498,023
b. total a-v materials per student	0.14	0.13
c. total films per student	0.07	0.07
d. total bookings	2,760,194	2,831,800
e. total bookings per student	0.77	0.73
f. total bookings per holdings	5.48	5.69
g. percent of standards achieved in total 16mm holdings	N/A	54% (more)

AUDIOVISUAL MATERIALS CATALOGS	1971-72	1974-75
Type of catalog:		
a. loose-leaf	17	19
b. bound	37	29
c. card/other	1	0
Equipment used:		
a. addressograph	5	5
b. automatic data processing	24	18
c. other	17	21

CSSF SUPPORT - BY PERCENTAGES		1970-71	1973-74
Audiovisual services:			
a. District contracts		56.7%	60.1%
b. County contracts		1.6%	1.4%
c. N.D.E.A.		6.2%	5.5%
d. E.S.E.A		0.2%	0.2%
e. Other agencies		2.0%	1.2%
f. State funds		33.3%	31.6%
	Total	100 %	100 %
School library services:			
a. Library services		N/A	55.0%
b. N.D.E.A		N/A	2.5%
c. E.S.E.A.		N/A	3.6%
d. Other agencies		N/A	1.6%
e. State funds		N/A	37.3%
	Total		100 %

CSSF TOTAL SUPPORT		
Audiovisual services:	7,497,699	8,553,519
Support per student	$2.10	$2.20
School library services:	N/A	2,891,477
Support per student	N/A	---

(more)

CSSF EXPENDITURES - BY PERCENTAGES	1970-71	1973-74
Audiovisual services:		
a. Salaries	44.8%	45.9%
b. Travel and delivery	1.1%	1.2%
c. Replacement of equipment	2.2%	2.8%
d. Operating expense	13.4%	17.5%
e. Equipment (includes materials)	38.5%	32.6%
Total	100 %	100 %
School library services:		
a. Salaries	N/A	53.1%
b. Travel and delivery	N/A	1.1%
c. Replacement of equipment	N/A	1.4%
d. Operating expense	N/A	16.9%
e. Equipment (includes materials)	N/A	27.5%
Total		100 %

N/A = not available

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